



EMILY S. ELLIOTT
DIRECTOR

COMMONWEALTH OF VIRGINIA

Department Of Human Resource Management

James Monroe Building
101 N. 14th Street, 12th Floor
Richmond, Virginia 23219

October 2018

To: Retirees, Survivors, Long-Term Disability Participants, and COBRA Enrollees in the COVA Care Plan and the COVA High Deductible Health Plan (HDHP)*

As introduced in your annual Open Enrollment materials in the spring, the Department of Human Resource Management (DHRM) is pleased to provide more details about an innovative new program for COVA Care and COVA HDHP members. Available immediately, the VITALS *SmartShopper* program is designed to help reduce health care costs and will enable members to EARN CASH REWARDS for choosing a better-value/lower-cost facility for certain medical services.

Here's how it works:

- Members register for the program online or by phone with VITALS.
- When a member needs to schedule a service that is included in the program, VITALS can help identify better-value/lower-cost facilities. Contact VITALS to find out if the service you need is in the program.
- If a member chooses a better-value/lower-cost facility, the designated cash reward will be processed after the claim is paid.
- Remember—the service must be included in the VITALS program and fulfill all other requirements for coverage under the health plan.
- Rewards can range from \$25 to \$500, depending on the type of service and the chosen facility.
- **Participation in the program is strictly voluntary.**

The Enrollee will be paid by check mailed to their address of record about 60 days after the claim is paid. All incentives will be paid to the Retiree, Survivor, LTD Participant, or COBRA Participant through whom eligibility is obtained, not to the covered family member.* However, adult family members (age 18 or above) can register separately using their own e-mail address and can shop on their own. While the Enrollee will receive the incentive, no information about the services received by adult family members who are registered separately will be shared with the Enrollee.

A list of Questions and Answers is provided on the back of this letter, but you can contact the Personal Assistant Team at **1-844-277-8991** Monday through Thursday from 8:00am to 8:00pm and Friday from 8:00am to 6:00pm for more information or help. Your Personal Assistant can confirm that your service is covered under the plan, identify better-value facilities, assist with scheduling your service, and answer any questions. If you prefer to register and shop online, you can visit cova.vitalssmartshopper.com.

*Family members who have their own ID numbers in the COVA Care or COVA HDHP can participate in the program and receive incentives based on their own enrollment.

An Equal Opportunity Employer